



Ruby Slippers: One Big Wish?

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Seth Godin is a popular thinker and writer about marketing. His latest book is [Tribes](#), which he discussed in a [TED Conference presentation](#). Godin also writes a [blog](#), which consists of short posts about marketing and leadership that sometimes can be interesting. A recent post was called [Ruby Slippers](#) and it asked the following question: "If you could make one thing come true that would change everything for your project, do you know what that one thing would be?" For Google the one big thing was "we need to be the place people come to search." According to Godin, "for many sites, many companies, there isn't a thing. They can't articulate it. They have no wish. If you have no wish, how can it possibly come true?" It seems like a timely question for the School as we begin to make decisions about our strategic priorities. Godin's idea of one big wish sounds a little like the idea of an organizational vision, which we have not exactly embraced. I think Godin is talking about something more strategic than a vision statement, however. As you think about our strategic direction, especially in light of the budget crisis, what is the one thing that would change everything for the School? Click your heels together and let me know what you think.